

Attachment B

Web Marketing

WebbSite
incorporated™

Far too often there is an "if we build it, they will come" mentality about web sites. Obviously, this is simply wishful thinking. Without an aggressive marketing strategy, your web site will be about as effective as a beautiful, full-page magazine ad that you stick on the outside of your office door in the hope that someone will see it. Effective web marketing is a difficult task, and it takes someone who is willing to be involved in your site on an ongoing basis. If you aren't spending as much effort trying to increase the effectiveness of your site as you spend designing it, you are probably just wasting your time.

If You Market It, They Will Come

The point of marketing a web site is to increase its effectiveness. A successful site is one that helps your business grow by attracting new customers and retaining them. The yardstick used most often to measure web marketing efforts is counting the number of and frequency of visitors to your site. This measurement is often called the hit rate of the site. A healthy hit rate means that a site is doing well. How high should your hit rate be for you to consider your marketing a success? That will vary depending on how a rise in hit rate correlates to a rise in growth for your business. For instance, a site for a business that sells widgets for five dollars each will need to attract a substantial number of new customers to see a significant rise in profits, while a company that sells luxury yachts for one million dollars each may be happy if they see only one or two additional sales each year as a result of their web site. In either case, the bottom line is the growth that your company sees as a result of your web site.

A successful marketing strategy positions your web site where your potential customers will find it. This is not an easy task, and despite what some people will try to tell you, there are no easy short cuts. One of the best ways to make sure your site gets noticed is to be featured in the top search engines. There is no one sure way to accomplish this, but with careful planning and monitoring, it's possible to attract thousands or even millions of visitors to your site through search engines listings. When you are looking for someone to submit your site to the search engines, look for quality, not quantity. The top twelve search engines account for over 98% of the total searches on the web! Submitting to the top 200 is usually just a waste of time and money.

Search engines are often the only aspect of web marketing that companies focus on, but there are many other marketing techniques that can be just as effective. WebbSite, Inc. will help you utilize all of the tools of the web marketing trade to ensure the effectiveness of your site. Our marketing strategy starts with some very effective search engine placement techniques, but it doesn't end there. Our years of experience enable us to bring many other techniques to bear to market your site more effectively than search engines alone. We also continually monitor and review your site to make sure you are getting the most out of your web site dollar.

Return to top

Back

Next

Glossary of Internet Terms
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CogSci 3	<h1>Introduction to Computing</h1>
Home	<h2>Internet Economics</h2>
Syllabus	<h2>Doing <i>Business</i> on the Web</h2>
Schedule	<h3>Research and Development.</h3>
Printable Version	<p>The Internet represents a huge amount of infrastructure, as well as the expense of creating and maintaining web sites. How is all of this paid for?</p> <p>Some of the original research and development of the Internet <i>backbone</i> was paid for by the US Government (i.e., by the tax payers), back during the "ARPANET" days. Later NSF paid for the maintenance of the fledgling Internet. In the early '90s, the Internet was privatized, now it is a commercial enterprise. See our discussion of the history, and for a time line see: The Hobbes' Internet Time line by Robert H Zakon.</p> <p>The wires that carried the old ARPANET packets back and forth were initially leased from long distance phone carriers, like AT&T and MCI. The new Internet owners have put in high speed fiber optic cables as the current Internet backbone.</p> <p>Residential connections to the Internet (called the "last mile") typically utilize existing telephone wires (though there are now TV cable connections as well).</p> <p>Business and individuals pay fees to commercial ISPs (Internet Service Providers) in order be connected to the Internet. The ISP's are, in turn, charged fees by the companies who own "the wires". The fees charged residential users may not really cover the true costs, and the ISP may try to increase his revenues by selling advertising on his "portal".</p> <h3>Cybersquatting</h3> <p>Then there is/was the rush of traditional business to create an "online presence."</p> <p>The cost of registering the domain name for an Internet site is relatively low; it used to be only \$50. Most U.S. businesses register in the commercial domain, .com, which is pronounced "dot com".</p> <p>There was no real checking about who registered what names. Enterprising speculators would register well known or trade marked names as WWW domain names. Names like "ford.com", "coke.com", or "wellsfargo.com". When the <i>real</i> Ford company went to try to register "ford.com" it would find the name already taken. Presumably, the company would wish to have www.ford.com for itself (because of the recognition) and would be willing to pay a fee (sometimes substantial) to the speculator to get that particular domain name.</p> <p>The practice was called cybersquatting. There is legislation in the works to make it illegal.</p> <p>INTERNET NAME PROVIDER CAN'T BE SUED</p>

The 9th U.S. Circuit Court of Appeals has granted Network Solutions immunity from lawsuits in cybersquatting cases that result in trademark infringement. The ruling pertains to a trademark infringement lawsuit brought against Network Solutions by Lockheed Martin, which sued Network Solutions after the Internet domain name registrar registered 12 names that played upon Lockheed's "Skunk Works" trademark. Lockheed Martin had sought to hold Network Solutions responsible for failing to act on an infringing domain name, said Lockheed Martin lawyer David Quinto. However, Judge Stephen Trott ruled that companies can only be held responsible for trademark infringement if they directly control and monitor the infringement in question. (Associated Press 10/25/99)

HARVARD SEEKS RIGHTS TO OWN NAME IN CYBER SUIT

Harvard University is suing under the just-signed cyber-piracy law to gain Internet rights to Web site addresses, now held by Michael Rhys and his company Web-Pro, that relate to the university. Rhys had bought 65 domain names involving Harvard and Radcliffe and offered to sell them back to Harvard for about \$325,000 before trying to sell them in an online auction. Harvard says it is suing to defend its trademark and is using the new cybersquatting bill to back up its claim. The bill allows trademark holders to seek damages from anyone who registers a name that infringes on a trademark and then tries to sell it back to the trademark holder. Harvard says it does not want money from Rhys, but simply wants him to stop. The new cybersquatting bill, signed November 29, was heavily backed by businesses and celebrities, which often have had to pay large sums to gain the rights to Web site addresses that bear their names. (Boston Globe 12/08/99)

Now that most large companies already have their "web presence" established (perhaps via paying off a cybersquatter), the interest have turned from specific site names to generic ones, like: www.wine.com or www.cars.com.

\$\$\$COM

Web entrepreneurs have found that the least complicated Internet addresses can be extremely valuable. A number of Web users who bought the rights to generic Internet addresses years ago are now finding that their chance property is in high demand. On a whim, Kevin Sinclair paid \$40 five years ago for a Web site with the address computer.com. Though Sinclair never developed the site, he earned a profit, as a Massachusetts entrepreneur bought the name for \$500,000 and a portion of potentially valuable stock. The same businessman, Mike Zapolin, also bought the name beer.com from beer-lover Bill Fisher, who retained a third interest in the site. Now, Zapolin has attracted offers from several major breweries, and Fisher could become a millionaire from the deal. Internet marketers are finding that simplicity is important in a Web address, because it can attract users who may not want to spend time on a search engine. (Washington Post 07/15/99)

A NEW DOMAIN FOR HATE SPEECH

The NAACP, Anti-Defamation League, and other civil rights groups are attempting to beat out hate groups in the race to procure ownership of Internet domain names that contain highly racist names and slurs. At least one person is attempting to make a profit off the struggle. An anonymous seller on the eBay.com site recently put a racist domain name up for sale. The seller took a mercenary approach, suggesting that both civil rights groups and hate groups would find the domain name useful. The asking

price for the address was a minimum of \$1 million, beyond the resources the NAACP was willing to spend. NAACP President Kweisi Mfume blamed eBay for "selling hate, bigotry, and racial stereotypes." EBay cancelled the auction Tuesday afternoon because the language being used violated the community guidelines of the site, a spokesman for the company said. The offensive domain name generated nearly two dozen bids. (Washington Post 12/15/99)

Advertising on the Web

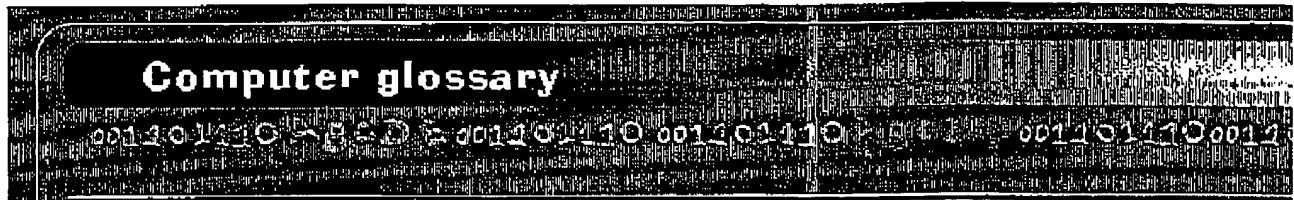
The Internet was a brand new communication medium, and, as such, represented a new business opportunity. At first, industries tried to apply their existing business models to doing business on the Web. During the early World Wide Web growth years, starting about 1994, one of the first industries to try to move their methods to the new medium was advertising. After all, the Web is just like TV or radio, isn't it?

MORE FIRMS SEEK UNITY OF ADS ON WEB, TV

Most big advertising firms are now attempting to supplement their TV advertising initiatives with advertising on the Internet, according to the heads of network ad sales. "Some of our mainstream clients recognize that they would be missing the boat not to communicate through the Net," says ABC's Laura Nathanson. Oldsmobile was a supporting advertiser of November's Webcast of The Drew Carey Show, which pulled in 2 million viewers. Meanwhile, General Motors advertised during Saturday Night Live's 25th anniversary show on NBC; General Motors helped promote the show with prize drawings on the Web. CNN's Larry Goodman says the company placed 33 percent of its TV advertisers on its CNN.com site during 1999. Goodman expects CNN to place more than half of its advertisers on the Web this year. Content players are helping to meet advertisers' demand for integrated advertising, says Jupiter Communications analyst Drew Ianni. (USA Today, 21 Jan 2000)

Companies would pay to have their *banners* displayed prominently on certain sites, typically those which offered Internet search engines, i.e., the precursor to *portals*. The banner typically was a link to the advertizer's home page. *Yahoo* (<http://www.yahoo.com>), which started life as a Stanford student project, is an example of search engine turned portal, whose business model relies on advertising dollars.

- The sites hosting the banners would have to keep statistics on how many visitors to a particular page would "click through" — click on the banner to learn (more) about the product.
 - In 1997, the average click through rate was about 2 percent.
 - Now, it's about 1/2 percent. (Source: page 72, October 4, 1999, Infoworld.)
- The portal sites compete with each other for "visitors". They carefully gather statistics showing how many *hits* (visits) per hour, day, week, etc for each Web page. The higher the hit rate, the more they can (presumably) charge for advertising space on their pages.
- Many Internet startup companies attempted to exist solely on the revenues they received from the banners on their pages.
- Businesses slowly discovered that 50 million hits on a page bearing their banner did not guaranty 50 million new customers, nor even 50 million visits to *their*

[Home Pagel](#)[Brief History](#)[Search Engine](#)[Alpha Lists](#)[New Words](#)**hit**

1. {cache hit}. 2. A request to a {web server} from a {web browser} or other {client} (e.g. a {robot}). The number of hits on a server may be important for determining advertising revenue. In the course of loading a single {web page}, browser may hit a web server many times e.g. to retrieve the page itself and each {image} on the page. In contrast, caching by browsers and {web proxies} reduces the number of hits on the server because some requests are satisfied from the cache. 3. To press and release a key on the keyboard. Some prefer the less aggressive "tap". (2000-02-20)



web site creation development and design by Jawhar - Tunisia

ActivatorDesk™

on-board help support system

English Espanol Francais Deutsch Portugues Italiano Japanese Korean Chinese

- Welcome:
 - Home Page
 - Start Tour Here
 - Product Overview
 - Common Questions
 - Tips and Tricks
 - Technical Support
 - How to Register
 - Internet Glossary
 - Internet Help
 - Help Index

- Desktop Interface:
 - The Desktop Portal
 - The Address Bar
 - The Navigation Bar
 - Browser Page Tabs
 - Searching the Net
 - Creating Smart Links
 - Language Translations
 - ActivatorDesk Buttons
 - The Control Bar
 - Importing Favorites
 - Adding a Favorite
 - Importing Programs
 - Cache Control Bar
 - Cookie Management
 - Skins-Customization

- Safety and Security:
 - The Agent
 - The Administrator
 - Desktop Lockdown
 - Safe Websites Only
 - Business Security

- Release Reference:
 - Release Information

[previous page](#) - [product tour](#) - [next page](#)

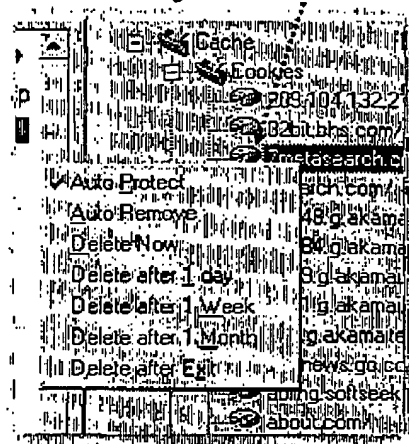
What is a Cookie? - The most common meaning of "Cookie" on the Internet refers to a small piece of information from a WebServer (i.e. a website) which is stored on your computer in an area called "cache". The next time you visit that website, your Browser checks the cache and if it finds a matching Cookie, sends it to the WebServer. By analysing the Cookie's contents, the WebServer can determine that you are a repeat visitor and provide various features, such as customized content like news on topics of interest, local weather, stock quotes, etc. Cookies are automatically stored on your computer and sent back and forth while you browse.

Are Cookies bad? - Cookies may be very useful (or even required) when you repeatedly visit the same websites like banks, web-based e-mail, online stores or portals that provide personalized features. Cookies allow these websites to "remember" you and whatever information you've provided. This can be a big time saver since you no longer have to retype your personal information, login, password, address, etc. every time you visit.

Unfortunately, web advertisers are using this technology to invisibly track your activities and habits on the Internet. Most of the time, the advertisements you see on websites do not originate from the website that you are currently visiting. Since those images are from different websites, their WebServers can deposit their own Cookies in your computers cache. Every time you visit a website with ads from that same web advertiser, it's recorded. Web Advertisers quickly build a very accurate profile of who you are. If you visit local entertainment or weather sites, they can determine where you live. If you like certain books, shop for clothes, book trips or trade stocks, they can infer your income level, your sex, your personality and more. Imagine how you would feel if every time you left your home, someone followed you around recording everywhere you go and everything you look at. Most people consider this very disturbing and an out-right invasion of personal privacy. If this profile is ever matched with personally identifiable information, then you are truly being monitored on the Internet without your knowledge or consent. This kind of tracking and profiling has already resulted in lawsuits and Congressional hearings.

What is a "Web Bug"? - A "Web Bug" is an image on a webpage that is so small that it can't even been seen. Unlike regular advertisements, these tiny ads are not meant to be seen. They only exist so that web advertisers can deposit Cookies on your computer to track your activities and continually enhance and refine your profile.

Right Click Cookie Menu



ActivatorDesk is the first and only internet desktop that enables you to view and take control of your Cookies. You may monitor your Cookies and then decide which Cookies to protect or auto-delete, and how often.

ActivatorDesk separate antitracking feature already blocks the most common tracking Cookies as well as the banner ads and web bugs that generate them. Beside protecting your privacy, this feature will speed up your web browsing since the ads and Cookies are never downloaded to your computer. Not only will most web pages load faster, but they will also appear "cleaner" without all the annoying flashy ads. For more information click [more](#)

How to Manage Your Browser Cookies: To manage personal Cookies in ActivatorDesk simply click on the "Cache" button on the Control Bar. To view your Cookies, open (click the + next to the folder) the Cache and Cookies folders (see below). To view the contents of a Cookie simply click on it. (See sample information display below) If you wish to delete the Cookie, use your right mouse button and click (right-click) on the Cookie and select from the menu shown above. (see respective menu guide below) A database list of Cookies is saved so that you will not have to manage them again. Good cookies may be protected and bad cookies may be auto-deleted, so tracking may not occur. **ActivatorDesk functions automatically eliminating the annoying popup warnings required by most web-browsers and cookie utilities.** This method also permits web pages to initially load 'normally', but may eliminate tracking and profiling over extended periods of time.

What to Delete... and what NOT to Delete: With ActivatorDesk you may elect to receive all cookies or selectively delete Cookies. ActivatorDesk is pre-configured to block the

most common ads and cookies. If you wish to delete additional Cookies (see procedure above), ActivatorDesk will provide all available information for you to make an informed decision. (See below)

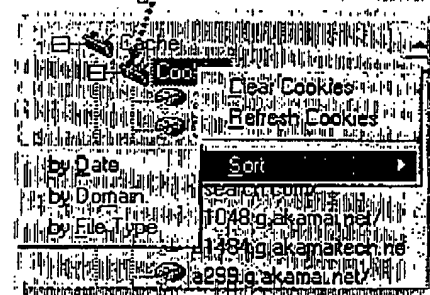
Sample Cookie View Displayed by ActivatorDesk:
(when a cookie is clicked on in the Cache Control Bar)

Source URL	Cookie:administrator@accendo.com/										
Local File Name	C:\WIN\Profiles\Administrator\Cookies\administrator@accendo[2].txt										
Last Modified	Fri, Mar 31, 2000 12:51:45										
Expires	Mon, Mar 30, 2020 19:00:00										
Last Accessed	Mon, May 21, 2001 07:03:25										
Last Sync	Fri, Mar 31, 2000 12:51:46										
Hit Rate	280										
Cookie(s)	<table><tr><td>Name</td><td>AA002</td></tr><tr><td>Data</td><td>943133221-1117707</td></tr><tr><td>Domain & path</td><td>accendo.com/</td></tr><tr><td>Secure</td><td>0</td></tr></table>			Name	AA002	Data	943133221-1117707	Domain & path	accendo.com/	Secure	0
Name	AA002										
Data	943133221-1117707										
Domain & path	accendo.com/										
Secure	0										
Raw Content	AA002 943133221-1117707 accendo.com/ 0 1379041280 30803695 3345555616 29334329 *										

Cookie Information - Here is a breakdown and explanation of a typical Cookie's contents as shown by the sample display shown above:

- **Name** - The name of the Cookie
- **Data** - The data stored in the Cookie. The data can be made up of several different values which the Web Server uses to identify you. If this has personally identifiable information, you may want to block and/or delete the Cookie. If it contains your computers name or its IP address, it is probably used to track where you logged onto the Internet.
- **Domain & path** - The domain is the website that deposited the Cookie in your cache. If you see a Cookie from a website that you have never visited or one that is identified only as an IP address (e.g. 123.456.789.0), then it is probably a tracking Cookie. You may want to delete the Cookie.
- **Secure** - Does the Cookie require secure access (0=false, 1=true)
- **Hit Rate** - The number of times the Cookie as been accessed by the WebServer that put it there. Note: A very high hit rate (hundreds or more) is usually a good indicator of a tracking Cookie.
- **Raw Data** - The actual content of the Cookie file in your Cache.

Right Click Cookie Folder Menu



Right-Click Cookie Folder Menu Guide
(shown above)

- **Clear Cookies** - Deletes all Cookies (including protected)
- **Refresh Cookies** - Refreshes Cookie tree to show latest cookies
- **Sort** - Sort display tree of cookies by Date, Domain, or File Type

Right-Click Cookie Menu Guide (shown at top of page)

- **Auto Protect** - Prevents accidental deletion of individual cookie
- **Auto Remove** - Always Auto Deletes cookie when exiting program

[Back to the index.](#)

The Internet, a guide

Glossary of terms

Backbone

a trunk network, connecting cities and countries

Bandwidth

network capacity

Browser

software for viewing and processing web pages

Crawler

software which automatically compiles an index of web sites

EDI

Electronic data Interchange - transmitting formatted data directly between computers without human intervention

Email

Electronic mail - typed messages and computer files sent via a network

Encryption

encoding of data for security

Firewall software which prevents unauthorised access to a company's internal systems via the internet

Flame

abusive or strongly-worded email messages

FTP

File Transfer Protocol - used for transferring computer files, especially program files

Gateway

link between two networks, e.g. an intranet and the Internet

Groupware

collaborative working on shared documents

Hit-rate

the number of people visiting a web site

Home page

normally the main web page via which the site is accessed

Hot-link

direct link between web pages

Documentation

[HOME](#) [CONTENTS](#) [PREVIOUS](#) [NEXT](#) [GLOSSARY](#) [FEEDBACK](#) [SEARCH](#) [HELP](#)

Table of Contents



glossary

A
B
C
D
E
F
H
I
L
M
P
Q
S
T
U
V

glossary

A

- Abandoned call** Call in which the BA Dialer reaches a customer in Predictive mode, but cannot transfer the call because there is no agent available.
- Admin Workstation (AW)** Human interface to ICM software. An AW can be located at any central or remote site. It allows users to monitor call handling within the system and make changes to configuration data or routing scripts.
- Agent** Person who has customer contact. Each agent is associated with a peripheral and can be a member of one or more skill groups. (Some peripheral types limit each agent to one skill group.) Optionally, you can group peripheral agents into agent teams.
- Analog Dialogic card** Specific type of Dialogic card that interfaces to the Avaya DEFINITY ECS switch.

B

- BA Dialer** Software that controls the Dialogic telephony cards, uses predictive algorithms to decide how many lines to dial, dials phone numbers, and routes agents with customers.
- Blended agent** Agent who can handle both inbound and outbound calls.
- Blended Agent Configuration Components** Software that allows you to create outbound campaigns.
- Blended mode** Dialing mode that allows agents to handle both inbound and outbound calls

F

Fixed-length file File whose data fields are set at fixed locations with fixed lengths that never vary.
Flat file Text file of customer records.

H

Hit rate Percentage of customers that have been successfully contacted. This rate is determined by the total number of customers contacted divided by the total number of calls attempted.

I

Import Process that imports contact information into a contact table, which is then used to build a dialing list associated with a particular campaign and query rule.
Intelligent Contact Management (ICM) Cisco system that implements enterprise-wide call distribution across contact centers. ICM software provides Pre-Routing, Post-Routing, and performance monitoring capabilities.

L

Logger Component of the ICM Central Controller that controls the central database.

M

Message Delivery System (MDS) Facilities used by ICM nodes to communicate with each other. The MDS plays a key role in keeping duplexed components synchronized.

P

Peripheral Gateway (PG) Interface between the ICM platform and third-party hardware, such as an ACD, in each contact center. A PG is typically located at the contact center.
Predictive mode Mathematical algorithm that determines how many outbound lines to dial for each available agent. This algorithm varies over time based on conditions in the contact center.
Preview mode Provides customer information presented at the agent desktop before a customer call is transferred. Also allows the agent to either accept, reject, or skip the proposed call.
Progressive mode Parameter that specifies a fixed number of outbound lines to dial per agent.

Q

Query rule SQL filter function that selects contact records and associates those records with a campaign.

S

Skill group Collection of agents that share a common set of skills. For example, agents in BA skill groups can handle outbound calls. A skill group is associated with a peripheral. An agent can be a member of zero, one, or more skill groups (depending